

FEAR OF SUCCESS AND RISK TAKING ON BALINESE WOMAN ENTREPRENEUR

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ABSTRACT

Up to now the world of entrepreneurship has been considered as world of men while actually there are not few women who attempt to become entrepreneur. According to Drucker (1988) this fact is due to the number of woman entrepreneurs are less than man entrepreneurs and the majority moves in small or temporary business. Nevertheless since the 1980's number of woman entrepreneurs has been increasing rapidly. In Singapore from 15% woman entrepreneurs there is 5% increase so there is 20 % out of 160000 entrepreneurs. The data from Badan Pusat Statistik (1999) says that in Jakarta there were 25% woman in productive age were entrepreneurs. Data from Badan Pusat Statistik (<http://www.pikiranrakyat.com/cetak/0703/07/06xl.htm>) also says that 40,79% of 2 millions micro business and 194.564 small enterprise scale in industry sector 896,047 (40,79%) running by woman entrepreneurs. According to Drucker (1988) this fact shows that entrepreneurship belongs to all people because anyone can learn about it. Behavior, concept, and theory could be studied by anyone. Everybody can learn entrepreneurship including women This paper wil describe fear of success and risk taking among Balinese woman entrepreneur. This research can give more comprehensive explanation about Balinese woman entrepreneurs and how they reach the succeed on business.

Key word : *entrepreneurship, risk taking*